

**B R O A D W A Y I M P R O V E M E N T
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**Broadway Improvement Corporation
Regular Business Board of Trustee Meeting
Fair Lawn Community Center
10-10 20th Street
Thursday June 8, 2017**

Minutes

Attendance: The following Board members were in attendance: Bate, Beshlian, Cummins, Frenkel, Godfrey, Hochkeppel and Noorigian (7). Liaisons: Cosgrove and Van Kruiningen (2)

Unable to Attend: Berke and Kerbekian (2)

Staff Present: Smartt, Vitrano and Tarantula (3)

Convene

Bob Beshlian convened the meeting at 7:00 PM.

Welcome Guests

The trustees welcomed Claude Bienstock, Coviello Realty, 13-15 Broadway.

Administration

Minutes of the March 9th Board of Trustees. Were accepted as presented.

Minutes of May 11th Executive Committee Meeting. Were offered for informational purposes.

Financial/Audit/Insurance

BIC 2017 Budget Public Hearing: Borough Council Tuesday March 21, 2017. The budget was approved unanimously by council.

June 8, 2017 Financial Statement & Voucher Register The Financial Statement and Voucher Register were reviewed and accepted as presented.

Borough's Liaison Report

Mayor Cosgrove offered congratulations – echoed by the BIC trustees - to Rob Godfrey on his youngest son's recent attainment of Scouting highest award, Eagle Scout. Rob three sons have all earned that designation. The mayor also noted that the land use ordinances requested by BIC and RRIC were formally approved by council in recent months. Unfortunately, no progress is able to be reported at the state level regarding funding or design of the Broadway Streetscape Project.

Maintenance of the District

George Bate noted that bi-weekly maintenance services have been initiated and are proceeding well.

Marketing

Banner Program Update.

Diana noted that 31 additional locations, along the service road and on the west side of Broadway facing Elmwood Park, were confirmed as being able to host decorative banners, which would bring the total banners to 85 – the first banner system total 50. Going forward, the second system will require the purchase of 31 new poles and brackets to accommodate the additional banners. Staff will need to update the banner costs to include hardware purchase.

Diana expressed appreciation to Marge Hochkeppel who reached out to Jack Daniels and who now has committed to sponsoring 10 banners/\$1000. Diana noted that \$3500 in sponsorships have been received thus far and distributed to all in attendance a list of corporate prospects who have not yet responded to the invitation to participate and asking any trustee to reach out to any prospect and attempt to secure their support.

Bob Beshlian made it a point to note that it is the trustees who have a better chance to secure participation from those they know in the community and urged each trustee to do their part. Margie also volunteered to reach to AlliedOP (www.alliedop.com).

Elyss Frenkel voiced concern that with a minimum order priced at \$500/5 banners that small business like hers and the Boy Scouts – who supported the first banner system which offered the option of smaller orders – would find it hard to participate. Don noted that the cost of individualizing small orders as was done last time – for cost and for solicitation effort – was prohibitive.

Richie suggested offering those who purchased the first system the option – with the understanding that the BIC would assume the potential higher cost – of purchasing individual banners at \$100 a banner (the same price as the first system). With the suggestion, Elyss committed to three banners and Rob committed to two. Staff will also coordinate with both on the design and staff will also reach out to the remaining small business owners who supported the first system with the same offer.

Don reminded the trustees that the final order would be placed in July for both the RRIC and BIC's banners.

Business Package Update.

Diana distributed the current package, asked the trustees to review the package with the understanding this package – given to new businesses – would also be provided to existing businesses as an example of the advocacy the BIC is offering on their behalf to the community, local leaders and prospective customers.

Other Business.

No other business was offered.

Public Comment.

Claude Beinstock offered his continuing support for the work of the BIC.

Next Meetings

Board of Trustee Meeting: Thursday, September 14, 2017 at 7:00 PM at the Fair Lawn Community Center Card Room

Executive Committee Meeting: Thursday, October 12, 2017 at 10:00 AM at Bob Beshlian's Office

Adjournment

The meeting adjourned at 8:00 p.m.

Respectfully submitted.

Don Smartt